

**National Press Club
Board of Governors
May 23, 2011
Minutes**

1. The meeting was called to order by Chairman Theresa Werner at 6:30 p.m..

Present: Chairman Theresa Werner, President Mark Hamrick, Vice President Keith Hill, Club Secretary Joel Whitaker, Immediate Past President Alan Bjerga, Membership Secretary Angela Greiling Keane, Vice Chairman John Donnelly, John Hughes, Patrick McGrath, Mike Soraghan, Mark Wojno, Rodrigo Valderrama, Ken Mellgren, Library President Richard Dunham, Treasurer Myron Belkind, , Ed Barks, Shawn Bullard..

Staff Present: General Manager William McCarren and Membership Director Melinda Cooke.

Guest: David Jones, of Ribis, Jones & Maresca PA, the club's auditors.

2. Approval of Minutes (Joel Whitaker)

On motion by Club Secretary Joel Whitaker/second by Vice President Keith Hill, the minutes for April were approved unanimously.

3. Membership Report (Angela Greiling Keane)

Total number of paying members is up.

On motion by Keane, the Board approved the following 23 new members:

Journalist

Joann Weiner – Bloomberg LP, Tax Team Header; Andrew W. Clevenger – The Bend Bulletin/Western Communication, DC Correspondent ; Hazel Bradford – Pension & Investments, Reporter; Omar Karmi – The National Newspaper, U.S. Bureau Chief; Elaine King

Journalist Young Member

Tiffany Stecker – Environment & Energy Publishing, Reporter; Laura Petersen – Environment & Energy Publishing, Reporter; Julian Hattem – Yomiuri Shimbun, Washington Correspondent; Sara Schwartz – Washington Post Express, News Editor

Journalist Non-Resident

William Garvey (Ridgefield, CT) – Business Aviation, Editor in Chief; Debra Meade (Roanoke, VA) – The Roanoke Times, President & Publisher; Hector Moreno (Richmond, VA) – New Digital Video, Editor

Communicator News Source

Phillip “Marty” Callaghan – The American Legion Magazine, Media Marketing Director/Managing Editor

Communicator News Source Young Member

Kimberly Bender – Kimberly Bender Consulting, Owner; Melisa Augusto – National Farmers Union, Director of Communications; Jeanne Hoffman – Institute for Humane Studies at George Mason University, Podcast Host, Kosmos Webmaster, Freelance; Menachem Wecker – George Washington University & Houston Chronicle, Instructor, Blogger.

Communicator Non-Resident

Surender Hastir (New Delhi, India) – Trans World Exports, Publisher, Editor; Praxedes Rivera (Rhinebeck, NY) – Carol Morgan School, Library Director; Eric Wynn (West Melbourne, FL) – Freelance

Student

Oved Nativi – University of Maryland, Student

On motion by Keane, the board approved applications for retired status, inactive, and change in category.

On motion by Keane/Hamrick, the board approved the Press Club of Brussels as a reciprocal club.. They have a physical club, similar membership qualifications as ours. Second by Hamrick.

For information purposes, Keane reviewed qualifications for membership as set forth in the Club’s constitution.

4. Audit Report

The board retained Ribis, Jones & Maresca PA as independent auditors. David Jones, a partner in the firm presented the financial statements and independent auditors’ report for 2010.

He advised the board that the auditors had no difficulties during the audit with either management or third parties such as banks and investment firms and said that after completing the audit, Ribis-Jones was satisfied the Press Club was following Generally Accepted Accounting Principles.

Jones noted The Broadcast Operations Center is producing significant income, and recommended continuing to improve other profit centers. Because the Club has built its

reserves, if broadcast center was to hit a “hic-up, we’d be able to ride through for a while.” But the BOC is sufficiently important that we’d be running at a loss.

Reserves shouldn’t drop below 15% of expenditures. An organization with reserves equal to 30% of spending is “out of trouble,” he said. When 50% of annual spending is in reserve, there’s no worry about paying bills. The Club is currently around 30%.

The last two years, the organization has been doing well and has used up its net operating loss carryforwards.

On motion by Bjerga, the board approved the 2010 audit.

5. Committee Reports

Young Members (Bullard)

Young Members had over two dozen members attend a Nationals game. They are cosponsoring author Neil Gaiman, who is coming to the club on June 23. They will have the author of Healthy Living, Leanne Ely, at the club on June 7. They have had two great Media on Tap events including, Thom Lovero from ESPN Radio, and Lew Simmons from National Geographic.

They also had a documentary on Haiti entitled 'Lift Up' which was well received, and will have a documentary entitled 'Scenes from the Suburbs' on 6/30.

On July 13 they will have a night with Disney Animation. Four of the top Disney cartoons will be represented by their Creators, Voices and Animators. This will include Pinneas and Ferb, Fish Hooks and two other cartoons.

We are also continuing with our Young Member TV with different young member hosts each episode, and are looking to put together a trip to Wolf Trap.

And they are partnering with the International committee for the Austrian Embassy night on 6/1.

Scholarship Committee (Bullard):

Scholarship Committee voted Abigail McBride the 2011 Feldman Fellowship winner and respectfully submitted her to the Board of Directors for their vote on May 23.

Abigail McBride will enter MIT this fall as one of the eight students picked for its graduate program in science writing. McBride, who graduated Summa Cum Laude from Williams College in 2006, is just entering the field of journalism. The Feldman Fellowship judges were impressed with the versatility and strong writing of her work samples, which included a scientific paper and blog entries. They enjoyed the clarity and humor she showed in

documenting habits of water birds in the Galapagos Islands. As a journalist, McBride aims to help "non-scientists form opinions about political or moral issues that hinge on complicated scientific topics," with a focus on natural resources.

Wine Dinners (Whitaker)

Committee chairman Donna Leinwand reports the committee is working with Volt chef Bryan Voltbaggio to select a date for a guest chef dinner this summer.

Book and Author Committee (Barks)

Recent book raps featuring Massachusetts Gov. Deval Patrick and Richard North Patterson raised a total of more than \$600 for the Eric Freidheim National Journalism Library. This resulted both from sale of books and the \$5 fee charged to non-NPC members. Gov. Patrick's event brought in \$397.06; Patterson's \$226.40.

Bestselling author Neil Gaiman will appear at the club on June 23, with the event expected to sell out. He will discuss his updated book *American Gods: The Tenth Anniversary Edition*. The NPC Book and Author Committee is co-sponsoring with the Young Members Committee.

Admission was set at \$5 for all attendees, both NPC members and non-members. This led to a discussion in which the board by consensus reaffirmed Club policy that, as a member benefit, members should pay a lower fee to all club-sponsored events.

While Gaiman's appearance makes for three book raps in June, the committee decided his overwhelming popularity merited inclusion (resulting in some serious funds for the library and an image boost for the club in the eyes of young adult readers).

Two June book raps that had been scheduled before Gaiman's commitment are also on tap. Rick Beyer will discuss *The Greatest Music Stories Never Told: 100 Tales from Music History to Astonish, Bewilder, and Stupefy* on June 14. Then on June 21, former FEMA chief Michael Brown will talk about *Deadly Indifference: The Perfect (Political) Storm: Hurricane Katrina, The Bush White House, and Beyond*. Advance reading copies indicate that this is not an image-burnishing move on Brown's part, rather a serious look at the impact of Katrina.

The committee is pursuing former Florida Sen. Bob Graham relative to his publication of a novel shaped by his experience chairing the Senate Intelligence Committee. Also being pursued is an August panel with mystery writers such as George Pelecanos and Laura Lippmann which would feature both their new works and back catalogues.

September will witness new books from chef Emeril Lagasse, actor John Lithgow, and *Washington Post* reporter Dana Priest. Committee members are approaching those authors to gauge their interest in becoming part of the club's September calendar.

Authors David Baldacci, Mika Brzezinski and Bill Moyers will not be appearing at the club.

Communications and Marketing Committee (Ed Barks)

The Communications and Marketing Committee held a social media workshop on April 20 with presenters Thomas Sanchez (committee Vice Chair for Social Media) and Anthony Shop. Of importance, both are NPC members. The "I Can't Believe It's On Twitter" session drew 20 attendees. They explained why a shift to social media has changed the way news is reported, and how it has altered political and grassroots campaigns, non-profit communications, and corporate communications strategies. A follow up workshop in June will examine how to maximize LinkedIn.

The committee's May 19 meeting featured guest speaker Kathryn Troutman, author of *Ten Steps to a Federal Job*. She discussed recent changes to the federal workforce for job seekers, with an emphasis on communicators. Her appearance is part of an effort by the committee to line up occasional guest speakers of interest to the NPC's Communicator members in particular and to increase participation in club activities by Communicators.

Photography Committee Myron Belkind):

Jim Lo Scalzo, a veteran photojournalist, will discuss "The Need to Stay Creative in an Ever-Tightening Photo Market" at the next meeting of the Photography Committee on May 25.

International Committee (Myron Belkind)

There will be three events in June:

- Austrian Embassy Night June 1
- Panel discussion on Islam with Sally Quinn as moderator, June 23
- Kazakhstan Embassy Night June 28

Newsmakers Committee (John Hughes)

Here are speakers being discussed or planned:

- Sens. Conrad and Coburn are being pursued for a "Gang of Six" event.
- former Clinton cabinet member being discussed for threats to environment
- the head of American University in Cairo discussed for June-July event
- Senator Kerry may discuss the coming African economy in Sept.-Oct.
- June 9 newsmaker with Tony Horton
- Campbell Soup CEO may speak
- Gov. O'Malley is being invited
- an Indy 500 event is being discussed to happen right after race
- a top HUD person may speak
- a House Ways and Means committee member may discuss off-shore tax breaks
- an event on the 40th anniversary of war on cancer is being discussed
- Debbie Wasserman Schultz, Jack Lew are being pursued

6. Treasurer's Report

The Club is doing well, but is slightly below budget. Every month costs have been below budget.

Accounts receivable are up. Library owes us \$222,000, up from a year ago.

BOC had best month of the year, slightly ahead of budget. Audio-Visual, was also above budget, thanks to a number of news conferences.

Still hope to have a record profit this year. May and June have very large pre-booked meetings.

7. Executive Director Report

In his report, Executive Director William McCarren noted that the audio-visual department, Broadcast Operations Center and Catering “are healthy businesses in their own right. We are gradually moving to HD technology in the BOC.”

Belkind/Donnelly moved for executive session. Approved.

McCarren discussed personnel matters.

Donnelly discussed potential press freedom award winners.

Wojno/Donnelly moved out of executive Session.

8. President’s Report (Mark Hamrick)

World Press Freedom Day was marked at the Club. People want us to advocate for press freedom. Since Press Freedom Day, we held a small reception for some of the principals to assure them we want to continue to do work in this area. This is really important for the Press Club. People really want us to speak on this issue. “People who advocate for democracy always go back to freedom of expression.”

Communications is developing a weekly wire, especially for members who don’t have computers. In response to member requests, the club is also bringing back dial-in number for people to hear about upcoming events.

We have a new event on Wednesday night, “Meet the Press Club.” If it goes well, might do it once a month.

5-K: Melissa Charbonneau has done a wonderful job. I’ve involved a team of homeless men, “Back on My Feet.” Hopes people at least cover the cost of these homeless men to be in the 5-K.

9. New Business:

Library Interest Motion (Belkind): Library owes NPC \$222,000, about \$40,000 more than last year. This year, Library paid the club \$15,000 toward its debt. Club has picked up cost of the archivist (\$37,000), and increased contribution to professional development programs this year.

The board discussed a suggestion that the library should be charged interest on money it owes the club. The Eric Friedheim Library is legally a separate entity from the Club. After

discussion, the board deferred action until a Memorandum of Understanding between the Club and the Library is completed.

Feldman Fellowship Winners: On motion by Bullard the board approved Abigail McBride to be the Feldman fellowship winner.

10. On motion by Wojno the board set June 20 as the date for its next meeting..

The meeting was adjourned at 9:42 p.m.

Respectfully submitted,

Joel Whitaker
Club Secretary